

CONFERENCE SCHEDULE

8:00-12:00	Registration
8:30-8:40	WLA Business Meeting
8:40-8:50	Early Bird Raffle <i>(Register by 8:30!)</i>
9:00-10:00	MORNING WORKSHOPS (A-C)
10:00-10:30	Vendors and Poster Sessions
10:30-11:30	WORKSHOPS D-F
11:30-12:15	Vendors, Poster Sessions, Raffle
12:15-1:15	Lunch
1:15-2:00	KEYNOTE SPEAKER: BARBARA STRIPLING
2:00-2:15	Break
2:15-4:15	Washington Irving Awards
4:15-4:45	Book Signing

Full Day (8:00 AM—4:45PM)

Includes breakfast, all Workshops A-F, exhibits & vendors, lunch, Keynote, Washington Irving Awards

	<u>EARLY BIRD</u>	<u>AFTER APRIL 15</u>
Library Student	\$40	\$45
WLA Member	\$55	\$65
Non-Member	\$70	\$90

Morning Half Day (8:00 AM—11:30 AM)

Includes breakfast, Workshops A-F, exhibits & vendors

Library Student	\$20	\$30
WLA Member	\$30	\$40
Non-Member	\$40	\$50

Late Start (10:30AM—4:45 PM)

Includes Workshops E-F, exhibits & vendors, lunch, Keynote, Washington Irving Awards

Library Student	\$30	\$40
WLA Member	\$45	\$55
Non-Member	\$60	\$70

Washington Irving Awards Only (2:15 PM—4:45pm)

All registrants \$10

2013 Westchester Library Association Annual Conference

Stronger Together: Building Connections

Friday, May 10, 2013, at
Doubletree Hotel, Tarrytown, NY

The theme of this year's conference focuses on how libraries can foster connections within their communities.

This year's keynote speaker is Barbara Stripling, the current president of the American Library Association.



The WLA will also be hosting the Washington Irving Book Awards at this year's conference



JOIN WLA, RENEW YOUR MEMBERSHIP &

REGISTER FOR THE CONFERENCE AT

WWW.WESTCHESTERLIBRARYASSOCIATION.ORG

A. Tech Trends & Library Services in the Digital Age.
(Reference/College)

Our presenter, Kathryn Zickuhr, is a research analyst at the Pew Research Center. She will be sharing her key findings from the Pew Center's multi-year study of public libraries as well as larger trends in how Americans use technology. She will also focus on how teens find, consume and share information in the digital age.

Kathryn Zickuhr studies the changing role of libraries in American communities at the Pew Research Center. She has co-authored reports on libraries and e-books, teen library habits and trends in technology. She has also been interviewed by the New York Times, NPR and the Washington Post.

B. Dealing with Conflict Successfully. *(Support Staff)*

Participants in this session will develop skills to deal with the inevitable conflicts that arise in the workplace through the following: encouraging desirable team conflict, implementing appropriate resolution strategies and building self-awareness.

Marzena Ermler is a professional development trainer with more than six years of experience in educating library professionals in the areas of management and leadership. She is also the manager of Professional Development at the New York Public Library and holds several certificates in leadership development and training management.

C. Connecting Youth with Books through Storytelling: A How-To for All Levels. *(Youth)*

Award-winning author and storyteller Rafe Martin will be sharing his secrets for bringing a story alive without memorizing it, and why.

Rafe Martin is the recipient of the 2008 Empire State Award given by the New York Library Association to someone within the Youth Services field who has made a significant contribution to young adult literature. Of his 20 published

titles, Rafe is best known for his books, *The Rough Face Girl*, *Birdwing* and *Will's Mammoth*.

D. Making Connections: Integrating Visual & Information Literacy *(College)*

This presentation will share successful techniques for using images in library instruction across disciplines. Attendees will take away concrete ways to integrate visual literacy into existing instructional content. Participants will also make connections to their own work by asking questions, sharing ideas and engaging in discussion.

Nicole Brown is the Multidisciplinary Instruction Librarian at NYU, where she teaches research workshops to a variety of user groups. She has given presentations and led professional development training on four continents as well as having written articles for *Library Journal* and *Internet Reference Service Quarterly*.

E. Welcome Newcomers! Using Demographic Data to Better Serve Your Immigrant Communities *(Reference)*

This presentation will first introduce attendees to the various demographic products available for libraries to use in analyzing their communities, including the American Community Survey, the American Fact Finder and the 2010 Census. The second part will show how demographic information can be used to develop programs, build collections and target services, using Queens Library as an example.

Fred Gitner has been the Assistant Director for New Americans Program & International Relations at Queens Library since 2010. He coordinates international relation for the library and works firsthand with patrons whose first language is not English.

Wai Sze Chan is the International Languages Librarian at Queens Library's Central Library. She has analyzed Census data and city planning data in an effort to assist Queens Library in knowing its culturally diverse user base. She was also

responsible for the award winning Queens Directory of Immigrant Serving Agencies.

F. Turning Lemons into Lemonade: Demystifying the Common Core in Public Libraries *(Youth)*

In this workshop, participants will find out what the Common Core Standards really are, how they will shape future library service in children and teen departments and how to make the standards work in your library's favor by increasing circulation and programming numbers.

Lisa G. Kropp is the Youth Services Coordinator of the Suffolk Cooperative Library System, where she works closely with the children departments of Suffolk County libraries to help them deliver best practices in library service for children, teens and families.

Washington Irving Awards

Celebrating local authors and promoting reading, these biennial awards have honored Westchester authors since 1987. Books are selected by a panel of Westchester librarians based on criteria that include readability, literary quality, and wide general appeal.

